



2070949922

Event and Meeting  
Planners Guide

# PRODUCT USE POLICY

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company-sponsored events as is practical, and to showcase our brands to their best advantage.

*This is a confidential document not to be distributed outside the company except to those under contract to the company with a confidentiality commitment.*

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# Product Use Policy

## INTRODUCTION

As the world's largest consumer packaged goods company, Philip Morris Companies Inc. produces many of the world's most famous brands of foods, beverages and cigarettes. These are the products that make this company profitable, pay our salaries and provide opportunities for growth. It is to our individual and collective advantage to promote these products on every appropriate occasion.

In 1991, Philip Morris and its operating companies sponsored approximately 875 events at which food was served. That translates into 875 opportunities to showcase our products to the widest variety of markets, from the smallest **Kool-Aid** drink mix consumer to the largest institutional user of **Jell-O** gelatin in foodservice applications.

Section One of the Guide is designed to help event planners—and those to whom they report—to make the most of such opportunities in 1992 and the years to come. It sets forth the policy governing the use of our products—and those of our competitors—identifies competitive brands to be avoided, lists sources for our brands, provides billing instructions and outlines approved practices for identifying our brands in printed menus and table displays.

Subsequent sections will cover suggested breakfast and lunch menus and recipes and an extensive dinner menu and recipe guide prepared by the Culinary Institute of America.

## PRODUCT USE POLICY

This policy applies to all internal foodservice suppliers, to all who plan events including outside consultants, and to all company related events—from staff meetings and training retreats to brand promotion sporting events and PM-sponsored banquets and receptions at non-profit meetings and conferences.

In applying this policy, planners are expected to use discretion in requiring the use of our products, whether foodservice or retail, by restaurants, hotels and caterers, especially with those vendors who normally use only fresh, unprocessed ingredients. Planners should work with the executive chef handling the event, making sure that the vendor is not asked to do more than he is capable of doing. The use of our products must *enhance* the image of our brands, not detract from it.

Event menus should be based on General Foods, Kraft and Oscar Mayer Foodservice products, which are packaged for large quantities and may be specially formulated for foodservice preparation.

When it is necessary to include KGF consumer products in the menu, they should be ordered directly from their KGF production unit, to insure delivery to the vendor or the nearest Kraft Foodservice distributor, in optimum condition. (Planners will have to exercise their own judgment in determining the most efficient delivery point.)

Consumer products not in national distribution should be used only at events taking place in markets where the product can be purchased at retail.

\*To this end, the greatest caution must be employed in ordering retail products for large scale events. Because they are not designed for large-quantity preparation, many retail products do not stand up under institutional conditions. Be guided by the vendor's resources—and advice—in selecting menus requiring retail products that must be processed—whipped, melted, cooked, kept hot, etc.—before they can be served.

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*Do not use competitive brands unless absolutely necessary —if, for an outside event, the KGF brand is unobtainable, it is best to drop that item from the menu. If that is not possible, the product should be served in such a way that the brand cannot be identified.*

Competitors' brands of products we do not make —snacks, tuna fish, peanut butter —should be used only when no comparable product is available. (Kraft Foodservice branded items are the preferred alternatives. Contact local Kraft Foodservice distribution centers to review the available brands and products.)

When single service items, i.e., individual salt and peppers, sugars, packaged jellies, condiments, etc., are required, use Kraft-branded items, available through Kraft Foodservice Distribution Centers, or the hotel's own brand.

General Foods coffees —and Maxwell House teas —should be served at every meal, including cocktail receptions, where they are usually offered with Kraft cheese, fruit and/or dessert selections.

All available brands of Miller beer should be offered at any event where it is legal and appropriate to serve alcoholic beverages. If beer is to be available on draft, make sure that Miller taps are on the pumps.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers at such events.

Sample cigarettes, ashtrays and matches should be available to smokers at least twenty-one years of age at every event, unless prohibited by law.

Planners are advised to have an assortment of Philip Morris' major brands on hand to give to smokers of competitor brands to encourage them to sample Philip Morris products. A list of comparable brands appears at the end of this document.

Unused food products should be donated to a local food bank through the hotel or caterer, who will know what is required for such donations.

Planners are expected to pay regular prices, including tax, for Company food products, either foodservice or consumer. The unit sponsoring the event will be billed, either through the hotel or caterer, or directly, as the planner indicates. These invoices are to be paid as any supplier's invoice is paid, i.e., approved by the purchaser and charged against the code normally used for event-related purchases.

## **MANUFACTURERS OF COMPETITIVE BRANDS**

American Brands, Inc.  
Anheuser-Busch Companies, Inc.  
Borden Inc.  
Brown & Williamson Tobacco Corp.  
Campbell Soup Company  
ConAgra, Inc.  
Coors Brewing Company  
CPC International Inc.  
General Mills, Inc.  
G. Heileman Brewing Company, Inc.  
H. J. Heinz Company  
Hershey Foods Corporation  
Kellogg Company  
Liggett Group Inc.  
Lorillard

Mars, Incorporated  
Nestle Foods Corporation  
Ralston Purina Company  
R.J. Reynolds Company  
Nabisco Brands, Inc.  
Sara Lee Corporation  
S&P (Pabst, Pearl & Falstaff)  
The Procter & Gamble Company  
The Quaker Oats Company  
The Stroh Brewery Company  
Unilever United States, Inc.  
  
Sysco Corporation (foodservice branded products only)  
Rykoff-Sexton, Inc. (foodservice branded products only)

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<b>KGF &amp; MBC Brands</b>	<b>Acceptable Alternatives</b> (May be used, if necessary)	<b>Competitive Brands</b> (avoid)
<b>Bacon</b> OSCAR MAYER LOUIS RICH turkey bacon <sup>2</sup>	KRAFT Foodservice	No other bacon should be served
<b>Bagels</b> LENDER'S	none	No other bagels should be served
<b>Baked goods</b> <u>bread</u> OROWEAT <sup>3</sup> FREIHOFFER'S	ARNOLD PEPPERIDGE FARM local brands or hotel bakery	COLONIAL RAINBO KILPATRICK EARTH GRAIN WONDER HOME PRIDE SARA LEE
<u>cakes</u> ENTENMANN'S FREIHOFFER'S	none (You may use items made from scratch by hotel, caterer or local bakery.)	SARA LEE BREAK CAKE
<u>coffee cakes</u> ENTENMANN'S FREIHOFFER'S	none (as with cakes)	SARA LEE
<u>cookies</u> ENTENMANN'S FREIHOFFER'S	none (as with cakes)	NABISCO
<u>donuts</u> ENTENMANN'S FREIHOFFER'S	none (You may use hotel-made or <u>unbranded</u> locally made donuts.)	BREAK CAKE
<u>pies</u> ENTENMANN'S FREIHOFFER'S	KRAFT Foodservice (if at all appropriate, have hotel or caterer make pies from <b>JELL-O</b> mixes. Fruit pies baked from scratch by hotel or local bakery are acceptable.)	BREAK CAKE SARA LEE MRS. SMITH'S
<u>rolls</u> FREIHOFFER'S OROWEAT	none (as with cakes)	HOME PRIDE SARA LEE
<u>sweet rolls</u> ENTENMANN'S FREIHOFFER'S	none (as with cakes)	SARA LEE BREAK CAKE HOSTESS

<sup>2</sup>Only available at retail

<sup>3</sup>ALL Oroweat, Freihofer's and Entenmann's products are ONLY available at retail.

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<b>KGF &amp; MBC Brands</b>	<b>Acceptable Alternatives</b> (May be used, if necessary)	<b>Competitive Brands</b> (avoid)
<b>Beverages</b>		
<u>beer</u> MILLER LITE MILLER GENUINE DRAFT MILLER HIGH LIFE MILWAUKEE'S BEST MEISTER BRAU LEINENKUGEL'S LOWENBRAU SHARP'S MAGNUM MALT LIQUOR MILLER RESERVE LITE ULTRA	none (Be sure to get tap heads changed when serving draft from a bar.)	No other beer should be served
<u>carbonated drinks</u> none	no competitors	none
<u>coffee</u> BRIM GENERAL FOODS INTERNATIONAL COFFEES GEVALIA MAXWELL HOUSE SANKA YUBAN	none	No other coffee should be served
<u>fruit drinks</u> COUNTRY TIME CRYSTAL LIGHT KOOL-AID TANG TWIST CAPRI SUN*	KRAFT single service	GATORADE CITRUS HILL MINUTE MAID TROPICANA
<u>fruit juice</u> BIRDS EYE frozen juices	KRAFT Foodservice frozen juices	CITRUS HILL MINUTE MAID TROPICANA
<u>hot cocoa mix</u> BAKERS	none	HERSHEY NESTLES
<u>tea/iced tea</u> MAXWELL HOUSE	TWINING Speciality teas	LIPTONS
<u>vegetable juices</u> none	CAMPBELLS tomato, V8	

\*Only available at retail.

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**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)**Candy**

**COTE D'OR** chocolate  
**KRAFT** Buttermints  
**KRAFT** Caramels  
**KRAFT FUDGIES**  
**KRAFT** Marshmallows  
**KRAFT** Peanut Brittle  
**KRAFT** Toffee  
**TOBLERONE** Chocolate

M&M's  
REESE'S PIECES  
HEATH BARS  
CRACKER JACK

NESTLES  
HERSHEY  
DROSTE  
TOOTSIE ROLL

**Cereals**dry

**POST GRAPE NUTS**  
**POST** Raisin Bran  
**POST TOASTIES**  
**POST FRUIT & FIBER**  
**HONEY BUNCHES OF**  
**OATS**  
**GREAT GRAINS**  
**POST** Bran Flakes  
**POST** Oat Flakes

none  
(**POST** brands are not available in food service sizes and only a few in single serving packages. Use retail packages emptied into appropriate serving bowls; identify brand with tent card.)

GENERAL MILLS  
KELLOGG'S  
NABISCO  
QUAKER  
RALSTON PURINA

hot

none

(Use hotel or caterers brand of oatmeal, corn meal or ground wheat and rice cereals.)

**Cheese**natural

**BEE ROCQUEFORT**  
**CASINO**  
**CHURNEY**  
**EXCELSIOR**  
**FROMAGE BLUFRAIS**  
**KRAFT**  
**LUZZATTI**  
**PHILADELPHIA BRAND Cream Cheese**  
**POLLY-O**  
**TINY DANE Camembert**  
**LIGHT NATURALS**  
**CRACKER BARREL**

(Any unusual variety, not imported by **KRAFT** or available from Kraft Foodservice, may be supplied by the hotel or caterer.)

ALPINE LACE  
AMPI STATE  
BLUE MOON  
BREWSTER  
COUNTY LINE  
DORMAN-ROTH  
GREAT LAKES  
INTERNATIONAL  
CHEESE  
LAND O'LAKES  
LEPRINO  
MID-AMERICA  
FARMS  
NAVOO BLUE  
CHEESE  
PAULY BRAND  
RASKAS CREAM  
CHEESE  
SARGENTO  
SCHREIBER  
STELLA  
TREASURE CAVE

processed/cheese sauce

**KRAFT**  
**CHEEZ WHIZ**  
**VELVEETA**  
**KRAFT FREE** Products

none

No other processed cheese or cheese sauce should be served

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<b>KGF &amp; MBC Brands</b>	<b>Acceptable Alternatives</b> (May be used, if necessary)	<b>Competitive Brands</b> (avoid)
<b>Chocolate (cooking)</b> <b>BAKER'S</b>	none	HERSHEY NESTLES DROSTE GHIRARDELLI
<b>Cold Cuts</b> <b>OSCAR MAYER</b> <b>LOUIS RICH</b>	none	No other brand of cold cuts should be served
<b>Condiments</b> <u>barbecue sauce</u> <b>BULL'S-EYE</b> <b>KRAFT</b> <b>OPEN PIT<sup>5</sup></b> <b>THICK 'N SPICY</b>	A-1 Sauce LEA & PERRINS Worcestershire sauce HUNT'S ketchup	HEINZ ketchup KC MASTERPIECE CATTLEMAN'S BBQ Sauce HEINZ BBQ SAUCE
<u>mustard</u> <b>KRAFT Mustard</b>	none	FRENCH'S GULDEN'S GREY POUPON
<u>specialty sauces</u> <b>KRAFT Sweet &amp; Sour Sauce</b> <b>KRAFT Tartar Sauce</b> <b>KRAFT Horseradish</b>	(Specialty sauces prepared from scratch by the hotel or caterer are acceptable.)	LA CHOY sweet & sour KIKKOMAN sweet & sour HEINZ tartar sauce
<u>vinegar</u> <b>KRAFT</b> vinegars	(Specialty imported varieties may be used.)	HEINZ vinegars
<b>Crackers</b> none	KEEBLER SUNSHINE local brands specialty brands	NABISCO
<b>Dairy Foods</b> <u>cottage cheese</u> <b>BREAKSTONE'S</b> <b>KNUDSEN</b> <b>SEALTEST</b> <b>LIGHT N' LIVELY</b>	none	BORDON'S VIVA Low-fat
<u>ice cream</u> <b>BREYERS</b> <b>KNUDSEN</b> <b>SEALTEST<sup>6</sup></b> <b>FRUJEN GLADJE<sup>7</sup></b>	none (Exotic sorbets & sherbets made by the hotel or caterer are acceptable.)	LADY BORDEN HAAGEN-DAZS EDY'S

<sup>5</sup>Foodservice brand only. Retail brand is owned by Campbells. Do not list on menus.

<sup>6</sup>Sealtest ice cream and Sealtest sour cream are only available at retail.

<sup>7</sup>Only available retail

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**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)sour cream**SEALTEST  
KNUDSEN  
BREAKSTONE'S**

none

VIVA Low-fat  
MEADOW GOLD  
AXELRODwhipped topping**COOL WHIP  
DREAM WHIP**none  
(Fresh whipped cream may be used  
whenever desired.)

REDI-WHIP

yogurt**BREAKSTONE'S  
KNUDSEN  
BREYERS  
LIGHT N' LIVELY**

none

DANNON  
YOPLAIT  
CUMBO  
MOUNTAIN HIGH**Desserts and Mixes****D-ZERTA** puddings  
**JELL-O** gelatins  
**JELL-O** puddings  
**JELL-O** custards  
**JELL-O** mousses  
**JELL-O** cheesecakenone  
(Puddings, custard, mousses and  
cheesecakes made from scratch by  
hotel or caterer are acceptable. Be  
sure chocolate versions are made  
with BAKER'S chocolate)SWISS MISS  
ROYAL gelatins  
SNACK PACK  
MY-T-FINE**Frozen Food<sup>8</sup>****ALL AMERICAN  
GOURMET  
BIRDS EYE  
BUDGET GOURMET****KRAFT** Foodservice frozen  
(Use fresh fruits and vegetables  
unless there is a compelling reason  
to use our branded products in  
quantity servings.)  
**NATURAL RESOURCE** fresh  
produceGREEN GIANT  
BANQUET  
HEALTHY CHOICE**Ham****OSCAR MAYER****KRAFT** FoodserviceCOUNTRY PRIDE  
ARMOUR  
SWIFT PREMIUM  
ECKRICH**Jams & Jellies****BREYERS<sup>9</sup>  
KRAFT<sup>10</sup>**

none

SMUCKER'S  
KNOTT'S BERRY  
FARM**Margarine****COUNTRY CHURN  
PARKAY  
TOUCH OF BUTTER****KRAFT** FoodservicePROMISE  
LAND O' LAKES  
I CAN'T BELIEVE  
IT'S NOT BUTTER<sup>8</sup>Only available at retail<sup>9</sup>Only available at retail<sup>10</sup>Use single service pkgs.

<b>KGF &amp; MBC Brands</b>	<b>Acceptable Alternatives</b> (May be used, if necessary)	<b>Competitive Brands</b> (avoid)
<b>Mayonnaise and Salad Dressings</b> <b>KRAFT Real Mayonnaise</b> <b>MIRACLE WHIP Salad Dressing</b> <b>KRAFT FREE Mayonnaise</b>	<b>KRAFT</b> Foodservice/SALAD SHOPPE <b>KRAFT</b> Extra Heavy Mayonnaise (Mayonnaise made from scratch is acceptable.)	HELLMANN'S WEIGHT WATCHERS SYSCO SEXTON
<u>prepared dressings</u> <b>KRAFT</b> regular and reduced calorie dressings (liquid and dry mix) <b>GOOD SEASONS</b> Salad Dressing Mixes <b>SEVEN SEAS HOUSE</b> Dressings <b>KRAFT FREE</b> Dressings	<b>KRAFT</b> Foodservice <b>HOUSE dressings by KRAFT RANCHER'S CHOICE</b> dry dressing mix. (Vinaigrette dressings made from scratch are acceptable.)	No other branded salad dressings should be used
<b>Pasta</b> <b>DIGIORNO</b> <b>LUZZATI</b>		MUELLER'S CREAMETTE RONZONI
<b>Pickles</b> <b>CLAUSSEN</b>		VLASIC HEINZ
<b>Pizza</b> <b>TOMBSTONE</b> <b>BOBOLI</b> Crusts	none	CELESTE
<b>Rice</b> <b>MINUTE Rice</b>	<b>KRAFT</b> Foodservice <sup>11</sup> (Wild rice may be used.)	ROBERTS RICE NEAR EAST brand UNCLE BEN'S RICE-A-RONI
<b>Seafood</b> <b>LOUIS KEMP CRAB DELIGHTS</b> <b>KEMP LOBSTER DELIGHTS</b>	none (Use only fresh seafood if <b>LOUIS KEMP</b> is inappropriate or unavailable.)	
<b>Single Service Items</b> <b>KRAFT</b> branded salt & pepper <b>KRAFT</b> condiments <b>KRAFT</b> jams and jellies, honey <b>KRAFT</b> cheeses <b>KRAFT</b> dressings <b>KRAFT</b> spreads	none (Hotel-branded items are acceptable.)	AUNT JEMIMA BORDEN'S CHATSWORTH COOKS DICKENSONS FRENCH'S HEINZ HELLMANN'S KNOTTS BERRY FARM N JOY PPI RYCOFF SEXTON SAVANNA

<sup>11</sup>Minute Rice is not designed for foodservice use. Kraft Foodservice brand is specially formulated for this reason.

<b>KGF &amp; MBC Brands</b>	<b>Acceptable Alternatives</b> (May be used, if necessary)	<b>Competitive Brands</b> (avoid)
		SERV A PORTION SUGAR FOODS SYSCO WELCH'S
<b>Stuffing Mix STOVE TOP</b>	none (Stuffing made from scratch by hotel or caterer are acceptable.)	ARNOLD
<b>Snack Foods</b> <u>chips</u> <b>HOSTESS<sup>12</sup></b> <b>FRITO-LAY<sup>13</sup></b>	FRITO-LAY	EAGLE Brand CAPE COD WISE BORDEN'S RIDGIES NY DELI
<u>cheese flavored</u> none	CHEETOS	CHEEZ DOODLES
<u>nuts</u> none	<b>KRAFT</b> Foodservice	EAGLE Brand PLANTERS
<u>popcorn</u> none	<b>KRAFT</b> Foodservice FRITO-LAY local brands	CAPE COD
<u>pretzels</u> none	Use local brands	EAGLE brand NABISCO
<b>Syrup</b> <b>KRAFT</b> <b>LOG CABIN</b> <b>LOG CABIN WIGWAM</b>	none Any local or independent brand of <u>100% maple syrup</u> is acceptable	CARY'S McDONALD'S MRS. BUTTERWORTH'S VERMONT MAPLE ORCHARDS VERMONT MAID AUNT JEMIMA
<b>Tuna</b> none	<b>KRAFT</b> Foodservice	CHICKEN OF THE SEA STAR-KIST
<b>Turkey</b> <b>LOUIS RICH</b>	<b>KRAFT</b> Foodservice	ARMOUR BUTTERBALL

<sup>12</sup>Only available in Canada.

<sup>13</sup>Only in Canada, where we have a coop program with Pepsico.

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# CIGARETTE BRAND SELECTION

## FULL MARGIN BRANDS

COMPETITIVE*	TAR	SWITCH TO:
Camel Filter	FF	Marlboro, Merit, Bucks FF
Camel Lts	LT	Marlboro Medium, Merit, Bucks Lts
Capri 100's	LT	V. Slims Superslims
Capri Men 100's	LT	V. Slims Superslims Men
Carlton	ULT	Merit Ultima, B&H DUL, V. Slims UL
Carlton Men	ULT	Merit UL Men, B&H DUL Men, V. Slims UL M
Kent	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts
Kent III	ULT	Merit UL, B&H DUL, V. Slims UL
Kool	FF	Marlboro Men, Merit Men, Alpine, B&H Men
Kool Milds	LT	Merit Men, Marlboro Lts Men, Alpine Lts
More 120's	FF	Saratoga
More Men 120's	FF	Saratoga Men
More White Lts 120's	LT	V. Slims 120's
More White Lts Men 120's	LT	V. Slims 120's Men
More Lts 100's	LT	V. Slims Lts
More Lts 100's Men	LT	V. Slims Lts Men
Newport	FF	Marlboro Men, B&H Men, Alpine, V. Slims Men, Merit Men
Newport Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men
Newport Stripes 100's	LT	V. Slims Lts
Now	ULT	Merit Ultima
Pall Mall	FF,LT	Marlboro, Merit, B&H, V. Slims, Marlboro Lts, B&H Lts, V. Slims Lts
Salem	FF	Marlboro Men, Alpine, B&H Men, V. Slims Men
Salem Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men, V. Slims Lts Men
Salem Slim Lts 100's	LT	V. Slims Lts Men
Salem Ult Lts	ULT	Merit UL Men, B&H DUL Men, VS UL Men
Tareyton	LT	Parliament Lts, Marlboro Lts, Merit, B&H Lts
True 85's	ULT	Merit UL
True 100's	LT	Merit, Parliament Lts, B&H Lts
Vantage	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts

\*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF-Full Flavor      LT-Low Tar      ULT-Ultra Low Tar      Green - Menthol

COMPETITIVE*	TAR	SWITCH TO:
Vantage Men	LT	Merit Men, Marlboro Lts Men, B&H Lts Men, Alpine Lts
Vantage UL	ULT	Merit UL, V. Slims UL, B&H DUL
Vantage UL Men	ULT	Merit UL Men, V. Slims UL Men, B&H DUL M
Winston	FF	Marlboro, Merit, B&H, V. Slims, Bucks FF
Winston Lts	LT	Marlboro Medium, Merit, B&H Lts, V. Slims Lts
Winston UL	ULT	Merit UL, B&H DUL, V. Slims UL

## PRICE VALUE BRANDS

COMPETITIVE*	TAR	SWITCH TO:
American Filter	FF,LT	Cambridge FF, Lts
Belair	LT	Alpine Lts, Cambridge Lts Men
Century	FF,LT	Players Lts 25's
Doral	FF,LT,ULT	Cambridge FF, Lts & Ults, Bucks
Doral Menthol	LT	Alpine Lts, Cambridge Lts Men
Generic	FF,LT,ULT	Cambridge, Bucks, Bristol
Generic Men	FF,LT	Alpine, Cambridge Lts Men
Lucky Lts	LT	Cambridge Lts
Magna 85's	FF	Bucks FF, Cambridge
Magna Lts 85's	LT	Bucks Lts, Cambridge Lts
Malibu	FF,LT	Cambridge FF, Lts
Malibu Men	LT	Alpine Lts, Cambridge Lts Men
Misty Slim	LT	Cambridge Lts, Alpine Lts
Montclair	FF,LT	Bristol FF, Bristol Lts
Montclair Lt 100 Men	LT	Bristol Lts 100 Men
Pyramid	FF,LT,ULT	Bristol FF, Bristol Lts & ULT
Pyramid Men	FF,LT	Bristol Lts Men
Raleigh Filter	FF	Bucks FF, Cambridge FF
Sterling	FF,LT	Cambridge
Viceroy	FF	Bucks FF, Cambridge FF

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